The Future of the Food Box
Survey Results Lead to Change at the Food Bank

Every month parents of children four and five years old may pick up food at one of nine sites throughout Contra Costa and Solano counties. The Food for Children program provides a 25 pound box of nutritious, kid-friendly food items to about 1,000 children each month. Clients also receive a bag of fresh items such as fruits, vegetables, and bread depending on what we have available. In an effort to improve the selection of food we give out as well as get a feel for our clients’ satisfaction, we conducted a survey of the program participants. Food Bank staff members visited all sites throughout the community and interviewed clients, asking them to rate each food item. A total of 481 surveys were collected during the month of August in both English and Spanish and the results showed some interesting trends. The movement away from processed foods and toward healthier items (a trend currently occurring in popular culture) was apparent in the survey. Staples like rice, beans, cereal, fruits, and vegetables were very popular while the more processed, ready-to-eat foods seemed to be less popular. A nutrition committee met to address these findings and plan for changes in the food we purchase and distribute. Moving forward, we plan to increase the amount of fruit, rice, and beans Food for Children clients receive, while eliminating items such as Hamburger Helper and Pork and Beans. We plan to look for more iron-rich cereal options and increase the amount of fresh produce whenever available. Overall, the survey has proved an invaluable tool for the Food Bank to maximize nutritional value of our products while making sure we are providing foods that our clients will use and their children will eat.

Holiday Fun with Food Drives

AT THE MOVIES!
When the Brenden Theatres in Concord, Pittsburg and Vacaville called to say they had the perfect food drive idea, we could hardly say no. If you brought in a can of food, you would receive a free small container of popcorn – a great deal! And so the competition between theater locations began. There were also special movie showings with canned food donations as admission. We received many calls from the theaters asking for more empty barrels because the food was overflowing. The winner of the competition is the Vacaville Brenden Theater with 5,059 pounds of food. The Concord and Pittsburg Brenden Theatres combined for a wonderful second place of 3,669 pounds of food. Thank you to everyone who brought in cans of food to the Brenden Theatres and thank you to the Brenden Theater management and employees for supporting our communities in need!

BOWLING ANYONE?
For the second year, Clayton Valley Bowl in Concord offered a free game of bowling in exchange for a can of food to support the Food Bank. For those that like to bowl, this was a great deal and you could repeat the deal every day. The generous bowlers and the wonderful ...continued on page 6
I began working at the Food Bank in 1976 as the one and only truck driver (at that point there were only two people on the staff, the Executive Director and me). I would never have believed in 1976 that I would still be working for the same organization 35 years later and that my job would be so significantly different from where I began.

The most unlikely fact is that I would be happy my job at the Food Bank had evolved into doing “sales”. My only previous sales experience had been a paper route when I was growing up and I did a terrible job because I was embarrassed to ask people to subscribe. But being part of the Food Bank’s growth, understanding the role we played in helping hungry people in the community and seeing how effective we were at making a difference in people’s lives made me truly believe in what I was “selling”. I see what we do first hand, I know how committed those who work here are to our larger goal and I know that we all feel an incredible sense of responsibility to the people we feed and the donors who give us the money that makes our work possible.

So the sales commitment the Food Bank makes (and I am often the person carrying it out) is that we will come talk to groups of people who want to hear about our work. We will go to schools, service clubs, faith organizations, businesses or virtually anyone who wants to hear about our work. I am well beyond being embarrassed because I know that I am explaining to people who want to help those in need an incredibly effective way to do that. Actually, I’m not selling anything. I am presenting people who want to help their neighbors a way to carry out their wishes. I am offering people an opportunity to make a difference, either by donating food, donating money or giving their volunteer time. I’m way better at this than I was at driving a truck.

Executive Director
Food Bank of Contra Costa and Solano

Volunteer Opportunities

Volunteers are essential to Food Bank of Contra Costa and Solano operations, supporting the organization in numerous ways. With the help of hundreds of volunteers who generously donate their time and talents, the Food Bank is able to provide food to over 132,000 hungry people every month.

Join our online community of caring citizens interested in receiving periodic email communications from us and stay informed on how you can positively impact your neighbors in need. Visit www.foodbankccs.org and enter your email address into the “Join Us” section, then select the areas of interest for which you would like to receive occasional e-news and updates from us.
Congress Passes Healthy, Hunger-Free Kids Act

Congress passed the Healthy, Hunger-Free Kids Act in early December ensuring millions of children will have access to nutritious food at school. The bill will establish nutrition standards for food sold in schools during the school day and raise the reimbursement rate 6 cents per meal – the first time since 1973 that the program has seen adjustments beyond inflation. The Act also allows children on the federal Medicaid program to automatically be enrolled in the school meal program without filling out additional paperwork which will reduce administration costs and remove another barrier for more than 100,000 low-income children. Our very own Congressman George Miller from Martinez led the effort to improve our nation’s child nutrition programs.

School meals reach almost 32 million children each day across the county and the most recent study of school meals found that they were not always meeting the program nutrition standards. Many children consume half their calories at school, so as you can imagine, school meals have a major impact on the nation’s health. Currently, one in every three children is overweight or obese and the American Public Health Association estimates that if this trend continues, obesity will add nearly $344 billion to the nation’s annual health care costs by 2018 – more than 21 percent of health care spending. This Act is a step in the right direction as the new standards would require schools to serve more fruits and vegetables as well as whole grains and low-fat dairy products.

Unfortunately, all these great improvements came at the cost of the Supplemental Food Assistance Program (Food Stamp Program) or CalFresh as it is now known in California. With 50 percent of food stamp recipients being children, aren’t we just taking away their dinner to buy their lunch? It is simply wrong to cut food stamp benefits with so many people relying on them. The USDA released its report on food security in mid-November and the report revealed that one in six Americans are suffering from food insecurity, including more than 17 million children. We must ask the administration to work with Congress to restore those funds. Take a minute to call the White House (202-456-1111) and remind our President to restore the funds cut from the food stamp program and help ensure we end childhood hunger by 2015 like he promised to do. And then call your representative (202) 224-3121, too! Together we can make a difference in the lives of American children.

Agency Summit 2011: Building Food Security

It is time again for the annual Food Bank Agency Summit – an all day conference where partners and agencies are invited to learn, share, and collaborate to improve service to the low-income individuals in our community. This year’s theme “Building Food Security” highlights the efforts we have all made to cope with the increased numbers of people needing help as well as look forward. All stakeholders and interested parties are invited to discuss ideas of how we can plan for the future and extend services to more of our neighbors. The event will be held at the Joseph A. Nelson Community Center in Suisun City on March 11 and will include a complimentary catered lunch. Topics will include food safety, fundraising, healthy eating on a budget, distributing USDA foods, the new CalFresh program (formerly Food Stamps) and agency capacity building. Anyone interested in participating in a day of learning and discussion surrounding hunger issues should call (925) 677-7010 or (707) 421-9777 x241 or email cslly@foodbankccs.org to register. To learn more about the Summit or download the registration form visit us online at www.foodbankccs.org. We look forward to seeing you there!

Today and Tomorrow

Do you believe that together we make a difference fighting hunger in our community because of the help you’ve provided to us? The Food Bank of Contra Costa and Solano is working hard to defeat hunger today and tomorrow.

Today and tomorrow is also descriptive of another part of our work. As a supporter of the Food Bank, you help empower our efforts, and you are important to us. We want both your today and tomorrow to be fully protected with plans to safeguard, support and enhance your family and dreams. By doing some relatively simple planning today, you can safeguard your tomorrow. Do you have a will and a simple estate plan? Do you even need a plan? Are your plans up-to-date with today’s tax and estate laws? Do you have all of the important documents that will protect family or heirs?

We are here to help you ask the right questions… and find the answers you need.

The Food Bank cares very much about conquering hunger. With the help of caring friends, we promise to keep fighting here in our community for as long as it takes. We have the opportunity to assist and serve supporters by offering a free planning brochure. It’s a tangible way that we get to say “thank you” for what you do. To request a copy of the planning brochure Today and Tomorrow, please contact Marilu Boucher at mboucher@foodbankccs.org.

Food Bank of Contra Costa & Solano
The Biggest Loser

NBC’s The Biggest Loser together with General Mills, Subway, and food banks around the country are partnering on the Pound For Pound Challenge for the third year in a row. For every pound of weight participants pledge to lose, a pound of food (or 5 pounds to maintain a healthy weight) will be donated to a local food bank (like ours). When you sign up for the Pound For Pound Challenge at www.pfpchallenge.com, you can immediately join a team – our team’s name is “Food Bank of Contra Costa and Solano” – or create your own. You can also join our group “Pound For Pound Challenge – Contra Costa and Solano” on Facebook for support and event updates.

We are fortunate to have Season 9 contestant Patti Anderson as our Challenge Champion. And so thrilled to have her write an article just for our newsletter! Here’s what she had to say:

More than a quarter of a million people apply to join Biggest Loser each season and my daughter, Stephanie, and I became two of the 22 very fortunate individuals to be selected to participate in Season 9 in October 2009. Following a public first weigh-in at our Lafayette home, my daughter Stephanie and I traveled to the Biggest Loser Ranch in Southern California to begin our journey.

Although the first time in the gym was daunting and the first one-on-one with Jillian Michaels was downright brutal, I kept going and doing what was needed to be done to start my journey to a fit and healthy life. I learned quickly that intense workouts strengthen the body inside and out. The first week at the ranch Stephanie and I posted impressive numbers on the scale. In fact my 23-pound loss set a record for losing the most weight by a woman during week one!

During week two at the Ranch the Biggest Loser’s chief medical doctor arrived with a startling wake-up call for all of the contestants. I learned that a 20-year old diabetes diagnosis could have been reversed with proper lifestyle changes, diet and exercise. I was 55 years old, literally standing at death’s door and desperate to change my life to save my life.

Falling below the yellow line in week two meant that my journey at the Ranch was over and it was up to me to continue to do what was necessary to succeed. I went home, cleaned out my kitchen cabinets, shopped for healthy fruits and veggies, and began a new approach to life.

One year later I’m carrying around 80 less pounds. I’m taking only one medication for my controlled diabetes (instead of nine) and I enjoy daily workouts which are good for both the body and the mind.

Here are a few simple tips I’ve learned and follow to help keep me on track:

- Use low-sodium condiments and packaged foods. Whenever possible buy and prepare fresh proteins such as fish, chicken, and turkey.
- When you prepare meals at home you are in control of what you’re eating and the portion size. I use measuring cups and spoons, and a scale to weigh my food.
- Using fresh fruits and veggies is great but it’s also fine to use frozen varieties.
- Egg whites are low-calorie and high in protein. Starting your day with an egg white and veggie scramble is easy, healthy and delicious.
- Move everyday…take a walk, play with the kids at the park or go to the gym. Exercise is good for your body and it also helps to control anxiety and depression.
- Nutritious eating doesn’t have to be expensive but it does take knowledge, preparation and commitment.

One Day Food Drive Nets Amazing Results

On Saturday, November 20th NBC Bay Area in partnership with Safeway Inc. hosted a one-day food drive to benefit hungry people throughout the Bay Area. Through on-air promotion and Safeway locations throughout our counties as well as Kiwanis volunteers and NBC anchor persons, this event proved to be very successful for our Food Bank. On this day, volunteers asked the public to donate either by purchasing a turkey, a bag of groceries ($5, $10 or $15 increments) or making a donation at the check stand. The bags had items we definitely needed such as beans, peanut butter, oatmeal, tuna, etc.

On this one day alone we received over 25,000 pounds of food which included over 121 cases of turkeys. Safeway then launched a company-wide food drive on November 26th called Every Bag Counts program. When they ran out of bags on December 5th, they switched to selling “virtual $5 food bags” and kept total of the products sold as well as cash donations taken at the check stands. The virtual bags consisted of green beans, whole kernel corn, kidney beans, refried beans and macaroni & cheese. NBC Bay Area and Safeway Inc helped collect over $7400 and 110,000 pounds of food in donations. Many thanks to all at Safeway Inc. and NBC Bay Area for stocking our shelves with items needed for those in our communities.
Upcoming Events: Spring 2011

MARCH & APRIL : FEINSTEIN CHALLENGE
Once again, the Alan Shawn Feinstein Foundation in Rhode Island is helping to fight hunger on a nationwide basis, as well as here in our community. All financial and food donations received by the Food Bank during the months of March and April will be matched proportionately by the Feinstein Foundation.

Your gift can make a difference!

MARCH 28-29
Empty Bowls
Join the Food Bank for a simple meal served in a handcrafted bowl and learn about how we are working to get more food to people in need. Keep the handcrafted bowl you use as a reminder of all of the empty bowls in our community. March 28 at the Food Bank’s Concord warehouse and March 29 at Rockville Presbyterian Fellowship in Fairfield. Both events cost $10 and begin at 5:30 pm.

APRIL 9
Third annual CROP Hunger Walk
Vallejo Waterfront
The Communities Responding to Overcome Poverty (CROP) Hunger Walk is an annual event organized to raise awareness about hunger throughout the world as well as to raise funds to help stop hunger. The Food Bank is one of the local organizations participating in the walk. Registration opens at 9 am at the Ferry Building in Vallejo, with the walk starting at 9:30 am.

APRIL 10
Benefit concert for CROP Hunger Walk at 7:00 pm
First Christian Church of Vallejo

MONTH OF APRIL
Curves Food Drive
Donate nonperishable food at participating Curves during the month long food drive. Last year Curves collected a total of 7,758 pounds of food for the Food Bank.

For more information on special events please contact Renée at rbaptiste@foodbankccs.org or (925) 771-1310 and to learn about food drives, please contact Joan at jtomasin@foodbankccs.org or (925) 771-1315.

APRIL 16
Oakland A’s vs. Detroit Tigers at the Oakland Coliseum at 6 pm
Give us a call to purchase your lower level tickets for just $30 and $15 of every ticket will benefit the Food Bank. Ask your office to purchase a group to help our organization. What a better way to help out your favorite charity and have fun at the same time.

MAY 2-13
19th Annual Food From the Bar Food/Fund Drive
Attorneys, law firms and courts participate in a competitive food and money drive benefiting the Food Bank. Please encourage your lawyer or law firm to participate.

MAY 14
Letter Carrier’s Food Drive
Letter carriers will be collecting food for the Food Bank as they deliver the mail in this one-day national food drive. Mark your calendar to leave a bag of nonperishable food by your mailbox, prior to your regular mail delivery, on this Saturday.

MAY 28-30
KidFest
Bring food to KidFest at Mt. Diablo High School, 2450 Grant Street in Concord on Memorial Day weekend 10 am to 6 pm. Bring a can of food and get $1 off admission ($1 per person maximum). There will be arts and crafts, games, rides, vendors, entertainment, and food.

SAVE THE DATE... FOR THE EVENT OF THE SUMMER!
Please join the Food Bank and local TV and radio personalities, and sample a multitude of delicious foods and beverages at our tenth annual “Afternoon in the Admiral’s Garden”. The fundraising event will be held on Sunday, June 26, 2011 at the Admiral’s and Captain’s Mansions, and surrounding grounds on Mare Island in Vallejo.

Look for more details coming soon!
The Amazing Food Fight Race!

Contra Costa County and Solano County employees are amazing! Each year since 2004, employees of both counties engage in a Holiday Food Fight, raising funds to support the Food Bank. “All is fair in love and war”, and the county employees use any means they can think of to raise dollars to feed the hungry. Fundraisers include bake sales, breakfasts and lunches, white elephant sales, Food Bank Buy A Bag sales, letters from Santa and more!

Each year since 2004, as the economy spirals and more county employees are laid off, fundraising becomes more difficult. Food Bank staff and county employees entered the 2010 Holiday Food Fight with skepticism. Could they even match the $130,000 raised in 2009? There were serious doubts that they would come anywhere near that figure. To our astonishment, county employees, with the help of “Friends” in each county, raised over $142,000 for the Food Bank!

What’s in it for county employees? First and foremost is the fact that they are helping their neighbors in need. Many county employees see firsthand and on a daily basis the need in our community.

County employees vie for ownership of the Big Apple trophy for one year. The winner of the Food Fight is determined on a per capita basis. In the employee to employee competition, the county bringing in the most dollars per employee wins. Contra Costa County won the Big Apple in the 2010 Food Fight, bringing it back home for one year. Contra Costa County raised $9.48 per employee compared to Solano County’s $8.75 per employee.

Thank you county employees, your efforts in Holiday Food Fight 2010 were truly amazing!

To learn how you can help the Food Bank raise funds with Buy A Bags contact Kathy Gleason at (925) 771-1313 or kgleason@foodbankccs.org.

Holiday Fun with Food Drives …continued from page 1

owners and management of Clayton Valley Bowl donated 702 pounds of food for our neighbors in need. What a great way to make a “strike” against hunger!

CARS, CARS & MORE CARS!

This year, many car repair shops and car dealerships joined in on the food drive success by offering discounts for repair work or routine service. Whether it was an oil change at Concord Chevrolet or Kia in Fairfield, a service/repair at M Service in Walnut Creek or Lithia Chrysler Jeep Dodge of Concord or new tires at America’s Tire Companies (6 locations in the 2 counties), we collected over 6,000 pounds of food. The big donors are M Service of Walnut Creek who matched the 1,000 pounds of food from customers with a $1,000 check and Concord Chevrolet whose goal was to reach 1,000 pounds in December, which they surpassed with a donation of 1,839 pounds. The winners? The Food Bank and those that have received the food from all of these wonderful donors and their generous customers.

BUSES, BUSES & MORE BUSES!

The local bus companies also wanted to get into the giving mode by having special events to collect food. Westcat in West Contra Costa County held a one-day collection at the Hercules Lucky Supermarket and collected 590 pounds of food. The County Connection in central and south Contra Costa County added milk crates to each bus to collect food from their riders, collecting 1,045 pounds of food. Tri Delta Transit in East Contra Costa County decided to “Fill A Bus With Food” by partnering with Aladinos Pizza, Save Mart Supermarkets, Lucky Supermarkets and FoodMaxx Supermarkets. A Tri Delta Transit bus rotated supermarket locations for 10 days to give more people the opportunity to donate. Aladinos Pizza locations and the Brentwood Press had barrels to donate to the cause. Tri Delta Transit collected a wonderful 2,444 pounds of food. Together, these food drives equate to over 3,263 meals provided this holiday season!
Growing to Meet the Need

According to the Corporation for National and Community Service, the experts at collecting data about volunteerism, two of the top four activities for service across our country are fundraising and collecting and distributing food. We know this well because we would not be able to operate a day without volunteers.

While the busy holiday season found us serving more people than ever before it also brought us more volunteer help and food drives. This enabled us to better help those in need in our community. In our Concord warehouse the holidays also brought us a construction project that will enable us to “house” more produce. Our current sorting room is being turned into additional cooler space and our former isolation space will become the new food sorting room. There will be an outside entrance for volunteers and some reorganizing will help make our efficient operation an even better workspace for our volunteers. In our Fairfield warehouse things are also busy. Our “Wednesday Regulars” sorting group has grown with the recruitment of new volunteers. Our Saturday and group volunteer opportunities have expanded. In closing, things are moving at “warp” speed. As a result of the new sorting area in Concord and the expanded sorting area in the new Fairfield warehouse we are able – and willing – to accommodate more volunteers. As a result we are then able to sort more food, box more produce, and serve more people.

As President of Las Lomas High School’s Human Rights Club (HRC), I have been involved in numerous awareness campaigns and fundraisers, but the most fulfilling occurred this year, when the HRC committed to increasing our school’s donation to the local Food Bank. Throughout our various awareness campaigns, we learned that when people are educated about the needs of others they will respond generously. So we decided to capitalize on our knowledge and began educating our school on the facts of hunger in Contra Costa County. We knew that 92,000 people in Contra Costa depend on the Food Bank, which is roughly the equivalent of 8.6% of our population. To represent the hungry of our community, and educate our students, we created buttons that boldly stated: “I AM HUNGRY—92,000 people in Contra Costa County go to bed hungry” and distributed them to 8.6% of our school. We asked both students and faculty to wear the buttons for the two weeks of the food drive. The sight of so many orange buttons, on backpacks, t-shirts and in classrooms emphasized this shocking statistic. One student said, “It makes me sad to see all those buttons … all those people are hungry.” When our school learned about how many people needed help, everyone responded with amazing generosity and this year Las Lomas High School donated enough nonperishable food and money to provide more than 6,300 meals to those in need!

– Kathleen Allan, Las Lomas HS

SPECIAL NOTE: Congratulations to all of the wonderful schools in our two counties that collected more than $25,000 and over 190,000 pounds of much needed food during the holidays! Your donations have put smiles on many, many faces. We could not do the work we do without the support of the wonderful and caring students, teachers, office staff and parents!
Food Assistance Programs

The Food Bank of Contra Costa and Solano distributes food through many different channels. Almost 60% is shared with other nonprofits that serve low income communities. We call these community based organizations “member agencies.” They range from food pantries to after school programs to residential programs for people with disabilities. Member agencies make selections from a shopping list that tells them all the different items we have available on a given day. The balance of the food goes out through programs that the Food Bank “owns”. We call these programs our direct distribution programs. The Food Bank recruits volunteers to help distribute food through most of our direct distribution programs, but we also do direct distribution programs in partnership with other community based organizations. The food distributed through these programs is selected by Food Bank staff.

Food Bank direct distribution programs include Extra Helpings, Farm 2 Kids, Food for Children, the Food Assistance Program and the Senior Food Program. Extra Helpings is our smallest program, serving about 170 people. They receive 2 pre-packed boxes of food each month as well as bread, milk, produce and hygiene items. Farm 2 Kids is our newest program, a produce only program that partners with after school programs in low-income schools. Approximately 7,000 children who attend these programs take home three to five pounds of fresh produce each week during the school year. Food for Children offers a monthly, pre-packed box of assorted nutritious nonperishable foods, bread and produce to families with 4 and 5 year old children. The Food Assistance Program distributes USDA commodities, bread and produce to approximately 9,000 households each month. Some of these distributions happen in parking lots off the back of a Food Bank truck while other distributions are done through food pantries. Nearly 250 volunteers come together twice a month at 26 sites to make the Senior Food Program work. Together, they provide over 1,000 hours of volunteer service. The food bags in this program typically include bread, 3 different kinds of produce, canned protein items, canned fruits and vegetables and a snack or beverage.

All of the agencies and people who receive food from us are appreciative of the service that we offer. They especially like the fresh fruits and vegetables! We are able to provide assistance to them because people like you offer support to us. On their behalf, we say “THANK YOU!”

Consider Joining Harvester’s Circle

The Harvester’s Circle is the Food Bank’s group of generous and dedicated families and individuals who provide financial support totaling $1,000 or more annually.

The support of Harvester’s Circle members is more vital than ever because of the sharp increase of need experienced by our neighbors as more people are finding themselves in desperate situations and in need of emergency food assistance.

- Your gift of $1,000 or more provides at least 2,000 meals to those who need them.
- For every $1 donated – we can provide 2 meals to the community: A solid investment of your charitable donation.
- With your help, we are able to feed more than 132,000 people annually.

If you are currently a Harvester’s Circle member, we thank you and depend on you for the critical role you play in our fight against hunger. If you are considering supporting our work at this generous level, please know that your donations will be deeply appreciated and put to good use.